

J. Sargeant Reynolds Community College
Course Content Summary

Course Prefix and Number: **BUS 116**

Credits: **3**

Course Title: **Entrepreneurship**

Course Description:

Presents the various steps considered necessary when going into business. Includes areas such as product-service analysis, market research evaluation, setting up books, ways to finance start-up, operations of the business, development of business plans, buyouts versus starting from scratch, and franchising. Uses problems and cases to demonstrate implementation of these techniques. This course applies to career/technical education (CTE) programs. Lecture 3 hours. Total 3 hours per week. 3 credits

General Course Purpose:

To teach anyone with a desire to become an entrepreneur how to start and grow a new business venture.

Course Prerequisites and Co-requisites:

None

Student Learning Outcomes:

Upon completing the course, the student will be able to

- Speak to the role of entrepreneurship in society;
- Explain the entrepreneurial function, characteristics and traits of successful entrepreneurs, and trends affecting entrepreneurship;
- Discuss the social responsibility which every business bears and the fundamental ethical standards upon which businesses are expected to operate;
- Explain the different forms of business organization and the factors which influence selecting the proper form of ownership;
- Describe the advantages and disadvantages of buying an existing business, purchasing a franchise, and starting a business from scratch;
- Recognize the importance of business financing; and
- Know how to write a business plan.

Major Topics to Be Included:

- The Driving Force Behind New Business Ventures
- The Entrepreneurial Process
- Ethics and Social Responsibility in Business
- The Business Planning Process
- International Opportunities for Small Businesses
- The Importance of Strategic Planning
- Financial Planning
- Social Entrepreneurship

Effective Date/Updated: January 22, 2019